

## Usability Experience of GSA's corporateapps.gsa.gov Website



Project Title	Usability Experience of GSA's corporateapps.gsa.gov Website
Project Summary	Help improve the user experience with our web site through user interviews and Google Analytics.
Country	United States

## Project Description

The corporateapps.gsa.gov website provides information and instructional resources to users of our financial, human resources, travel, and other applications. The intern will conduct user interviews to determine the effectiveness of our page navigation, content layout, and content descriptions. Use Google Analytics to identify user paths, user choices of alternative media types (for example, job aids versus videos), and objectively measure pain points and successful navigation. Present findings and recommend alternatives. Since the content is so extensive and the visitors are often application-specific, this project will be conducted on an application-by-application basis but will begin with the home page.

### About GSA

GSA serves as the federal government's "business manager" and leverages the buying power of the federal government to acquire best value for taxpayers and federal customers by providing real estate, products, services, and information technology solutions to enable federal employees to accomplish their missions worldwide. GSA is comprised of two major business lines: the Public Buildings Service and the Federal Acquisition Service. Did You Know? GSA's operations are equivalent in size and complexity to those of large Fortune 500 corporations!

## Required Skills or Interests

### Skill(s)

Analytical writing

Design thinking

Website design

## **Additional Information**

Interviewing skills, User Experience testing experience is optional. Experience with Google Analytics and WordPress is beneficial.

Website: [corporateapps.gsa.gov](http://corporateapps.gsa.gov)

## **Language Requirements**

*None*